

Give Kids A Smile Oral Health Awareness and Education Literacy Program

Dillon Kalkhurst, director of business development and specialty programs, Scholastic, Inc.

Session Description:

In 2007 a GKAS National Advisory Board was formed to take GKAS to the next level. The goal was to expand the program to “More Than Just A Day.” In attempt to meet the GKAS National Advisory Board’s mission of eliminating cavities in 5 year olds by 2020, the board has been working closely with Scholastic Magazine on what would be the nation’s largest oral health awareness and education campaign.

National Awareness and Education Campaign

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The Need

- Thousands of children in this country each and every day live with persistent, distracting pain, the inability to chew and eat properly and disfiguring tooth decay.
- The crisis is staggering:**
 - 51 million school hours are lost each year to untreated cavities¹**
 - Approximately 1/3 of all children in America are without dental insurance²
 - Uninsured children are 2.5 times less likely to receive dental care than insured children³
 - 80% of tooth decay in this country is suffered by 25% of its children⁴
 - Household economic disadvantage is the single best predictor of tooth decay in children⁵

1. A 2007 study reports a 198% rise.
2. Dental AC, Commission on Oral Care and Oral Health, American Dental Association. (ADA) (2007) 220, 94-10.
3. The National Health and Medical Research Council. (NH&MRC) (2007) 220, 94-10.
4. The National Health and Medical Research Council. (NH&MRC) (2007) 220, 94-10.
5. The American Dental Association.

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The Give Kids A Smile Educational Campaign Committed to the Whole Child

This three-year scalable campaign will:

- be the largest public/private oral health education program in U.S. history
- raise awareness and educate families with young children on the direct correlation between good oral health and the ability to learn—with awareness and educational components to be delivered to **every elementary school in the United States.**
- have a special focus on low income children and families with live, school based literacy events.

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Scholastic's Multiple Touch Points: In School, At Home, Online & At Fairs

In the Classroom	At Home	On Scholastic.com	Scholastic Book Fairs
<ul style="list-style-type: none"> Scholastic is present in over 90% of America's classrooms 95% of teachers who receive Scholastic materials use them 	<ul style="list-style-type: none"> 92% of parents review information sent home from school on the day it is received 	<ul style="list-style-type: none"> #1 Teacher Website #1 Website for "Power Moms" Top 10 Kids Entertainment Site 	<ul style="list-style-type: none"> 125,000 Fairs per year Over 50 million kids & families More than \$100 million raised each year for schools

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Give Kids A Smile Oral Health Awareness and Education Literacy Program (continued)

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The Largest Public/Private Oral Health Education Program in U.S. History

This three-year campaign will provide incredible reach and targeted impressions:




- 75,000 Pre-K and elementary schools (every elementary school in the U.S.)
- Over 70 million students and their families
- 3 million elementary school teachers
- Over 14 million digital impressions
- 7,500 interactive family events in Title 1 schools
- Over \$30 million in awareness building broadcast media
- National broadcast celebrity endorsement
- Extensive PR campaign from Scholastic and its media Sponsors
- 175,000 Dentists Offices

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Give Kids A Smile Awareness & Educational Campaign: Classroom, Home, School Nurse's Office, Scholastic.com & More!

In The Classroom:

- Billboard/Poster for Give Kids A Smile campaign
- Engaging and informative message that raises Dental Health awareness
- Provides a Call to Action around Dental Health
- Curriculum based for extended usage




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In The Classroom:

- Custom GKAS Smart Board programs engage students in a comfortable, fun and interactive way
- 76% of teachers surveyed are using an interactive Smart Board
- Teachers want more Smart Board technology content
- Curriculum based for extended usage



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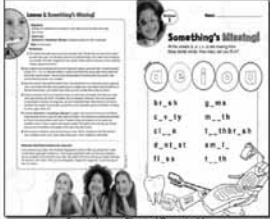
School Influencer Materials:

Teaching Guide:

- Lessons and activities designed to raise awareness on the importance of good oral health
- Classroom instruction to make a difference in the oral health of the next generation of Americans
- Includes homework assignments for students to share with families

Informational Tear Pad for distribution to families by the school nurse

- Highly responsive target and trusted member of the school community
- Bilingual Sponsor branded
- Call to action to parents about oral health
- Overruns available for ADA member dentists



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At Home / Out of School:

"Back Pack Channel:" Family Take-Home

- Teacher > Student > Families
- Bilingual / Culturally appropriate
- Raises awareness and educates the entire family about the importance of oral health
- Promotes a direct correlation between good oral health and the ability to learn
- Builds awareness for the Give Kids A Smile campaign and Sponsors

ADA Member Dentist Family Workbook

- Family Workbook for ADA member dentists
- Distribution to ADA member dental patients
- Fun oral health themed activities, puzzles, and tips
- Builds awareness for Give Kids A Smile

Dear Family,



Family Take-Home Sample

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Scholastic.com


Give Kids A Smile Teacher / Family / Children Resource Center:

Scholastic will create the Give Kids A Smile online resource Center as a companion and extension to the print and event program

- Reaches all campaign audiences
- Leverages Scholastic.com traffic
- Supported with digital promotion including emails, ads and integrated content

About Scholastic.com:

- #1 Website for teachers
- #1 Website for Power Moms
- Top 10 Kids Entertainment site



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Give Kids A Smile Interactive Experiences: Reach Low-Income Families

Read and Rise and the Give Kids A Smile In-School Event / Experience



- **Parents:** Workshop teaches families how to make reading a habit at home and engages parents as their child's first teacher
- **Students:** Interactive Give Kids A Smile Dental Health Program raises awareness of the importance of Good Oral Health Habits
- **Parent & Child:** Families create a Smile themed book reinforcing literacy and Oral Health habits
- **Read and Rise Book Fair:** Families receive a \$5 Reading Certificate for completing the program to shop for books at the Book Fair and build their home libraries

THE CONNECTION BETWEEN ORAL HEALTH & LITERACY DEVELOPMENT:
Early tooth loss caused by dental decay can result in failure to thrive, impaired speech development, absence from and inability to concentrate in school, and reduced self-esteem.

Source: View of Oral Health and Literacy Development, 2003, Health Needs 2010
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Family Reading Night: Program Components

PARENTS
Read and Rise Family Literacy Workshop includes Distribution of Oral Health Information



STUDENTS
Give Kids A Smile Oral Health Themed Interactive Program

PARENT & CHILD
Build-A-Book "Book of Smiles" Make & Take Activity



BOOK FAIR
Every Student Receives a Reading Certificate to Shop at the Scholastic Book Fair

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Increasing Parent & Family Involvement

Read and Rise Event Impact

School Name	Enrollment (Total %)	Avg. # Parents attending school events prior to Read and Rise	Parents attending Read and Rise event	Increase in Parent Involvement at School
Henderson Elementary School New Orleans, LA	300 (100%)	8 (2%)	87 (29%)	+27%
St. Julian Elementary School New Orleans, LA	313 (100%)	15 (4.7%)	210 (67%)	+62.5%
Empirewood Elementary School Orlando, FL	679 (81%)	25 (3.7%)	365 (54.2%)	+50.5%
E.W. Roben Charter School Washington DC	330 (93%)	32 (9.6%)	202 (60.6%)	+51%
Thomas Elementary Washington DC	368 (77%)	36 (9.5%)	165 (41.4%)	+34.9%

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Local Media Partners Raise Awareness and Drive Event Participation

Give Kids A Smile Read and Rise Local / National Broadcast Media Campaign

- Literacy and Dental Health awareness campaigns aired through local broadcast media relationships
- Leverage local retail relationships and promotional opportunities on behalf of GKAS sponsors
- Local broadcast media advertisers work with local grassroots organizations to help fund additional events and promotions to help reinforce changes in behaviors
- National Broadcast Celebrity Endorsements
- Strategically placed outdoor awareness



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Campaign Timing and Launch



- Campaign Announcements**
- GKAS Gala- April 13, 2010
 - GKAS Symposium July
 - ADA Annual Session- October 2010
 - GKAS Day- February 4, 2011
- Campaign Regional Pilots**
- St. Louis & New Jersey
 - Spring 2011
- Campaign School National Launch**
- Back-to-School / August 2011

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ADA Foundation™
Oral Health Literacy in Care (Oral Health Literacy Initiative)



National Awareness and Education Campaign



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